



CALPEEK

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CAMPAIGN 1990: BROWN WAITS AS BUCHANAN AND HAYES BATTLE FOR THE HEARTS & MINDS OF GOP.
Can conservative TV/print columnist Patrick Buchanan help his little sister Bay raise a big war chest to battle appointed State Treas. Tom Hayes in the June 5 GOP primary? That was the key question as Pat flew to Calif. to aid his sister's campaign at fund-raising events May 14-16 in Orange Co., San Diego, Beverly Hills and Pasadena. Sources believe the combined events will raise more than \$200,000. She'll need it all because most think Hayes has a large war chest...

...Public polling data in this GOP primary is NOT conclusive. The CA Poll shows Hayes way out in front, 36% to 17%, with 47% undecided. But the L.A. Times poll shows the contest to be dead even, 18% each, with 64% undecided...

...What makes this race interesting is that Gov. George Deukmejian has put his prestige on the line for Hayes, who he appointed to this post. Up until his appointment, Hayes was not even a registered Republican, a point which Buchanan constantly hits. On the other hand, Hayes is highly respected on both sides of the aisle and some think he might stand the best shot of holding the post for the GOP against Kathleen Brown, the likely Demo nominee...

...In terms of issues, Hayes has been very silent, just doing his job and letting others respond to Buchanan's attacks. She has hit Hayes for soliciting funds from the investment banking houses that do business with the State, including Drexel-Burnham-Lambert. On a more political note, Buchanan opposes Prop. 111, while Hayes is a supporter...

...So what the campaign might boil down to are slate cards and TV spots. Buchanan has an edge on slates, while Hayes probably has

more money for TV. Consultant Ken Rietz will do Buchanan's TV, while Roger Ailes will produce spots for Hayes. One other factor: BALLOT TITLES. In a close contest this might make a difference and here the advantage goes to Hayes. Stay tuned...

70th A.D. UPDATE: DOES BADHAM HAVE THE RIGHT STUFF TO UPSET ASSEMBLYMAN FERGUSON??
Conservative GOP Assemblyman Gil Ferguson of Newport Beach is at the top of perhaps 2 or 3 political HIT lists in this election year. Yet the odds of him winning another term in the CA State Assembly are at least 60-40 or better, according to many CALPEEK sources in Orange County - some of whom really dislike this staunch PRO-LIFE Republican...

...Ferguson's primary opponent is 30-year-old Phyllis Badham, daughter of former GOP Orange Co. Congressman Robert Badham. She is almost the complete opposite of Ferguson on most any issue (the environment and abortion being the two most obvious in this upscale Republican district). She's got endorsements from business, labor, CA and Orange Co. Medical Assns., Calif. NOW, CA Republican League, CARAL and the CA League of Conservation Voters. An impressive list to say the least...

...So why are Orange County sources so pessimistic about Badham's chances? Two basic problems: lack of experienced campaign management and NO MONEY. Most sources feel Badham needs to raise more than \$200,000 to have any chance to upset Ferguson. Has she raised it??? With no way to independently check contributions from Mar. 17 to May 24, it is impossible to tell how Badham (or any other candidate) is doing. She claims she is raising a "ton" of money, some of which

{Continued Next Page}

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will go for a cable TV buy. But as CALPEEK insiders know, it takes a "ton" of MAIL to upset an incumbent like Ferguson...

...As for the lack of an experienced team to run her campaign, Badham at first hired consultant Bob Kiley, but then she fired him. There's a dispute between these two which will end up in court. Regardless, Badham now has attorney Michael Fiorina, a nice guy with no prior campaign management experience, running her effort...

...Bottomline: Unless lightning strikes in the form of big bucks for Badham, Tom Hayden's "best friend" wins again...

CAMPAIGN 1990: WITH A HUGE UNDECIDED GOP VOTE, THE BATTLE FOR LG IS STILL A TOSS UP.

As GO Orange County State Senators Marian Bergeson and John Seymour head into the final weeks of the LG primary, public opinion polls continue to show a HUGE undecided factor among Republican voters. The CA Poll shows 70% undecided (with 17% for Seymour and 13% for Bergeson). The L.A. Times poll has 83% undecided (with 10% for Seymour and 7% for Bergeson)...

...Part of the problem is FREE news media exposure. Let's face it. The governor's race, especially on the Demo side, is hogging the headlines. Even the AG's race, the treasurer's race and the insurance commissioner's contest are getting more coverage. Why? It's a Catch-22. The news media complains about the LG's office being a low profile post and then helps make their prophesy come true by not giving the LG's campaign much if any coverage...

...And this year's LG Republican primary should get more coverage because of the key difference between PRO-CHOICE Seymour and PRO-LIFE Bergeson. And while they have hit one another on who cares more about the environment, both are being careful not to hit too hard, remembering there is still a November election with incumbent Demo Leo McCarthy...

...Both are now on the air with TV spots. Bergeson's is a positive bio-spot that is visually appealing. By comparison, the Seymour 30-second ad is amateurish, looking more like an ad for aspirin. However, Seymour's ad will get more exposure because he's got more money. Stay tuned...

REAPPORTIONMENT WARS: NRA JOINS THE FIGHT.

The CA League of Women Voters are now in the same bed with the Nat'l Rifle Assn.'s political arm, the Institute for Legislative Action. Current and past NRA members recently got a mass mailing urging a YES vote on both Props. 118 & 119, the two key reapportionment measures on the June 5th ballot. The League is a key sponsor of Prop. 119...

...The NRA mailing was a very sophisticated ABSENTEE BALLOT application, complete with the voter's own name lasered in cap lettering. The outside envelope had photos of the Demo legislative leadership, with a warning that "These men want to take your guns." The old gun grabber routine...

...In the meantime, CALPEEK sources say the Demo effort to stop 118 & 119 will in all likelihood meet its fundraising goal, somewhere between \$3-5 million. The first NO on 118/119 TV spot was previewed last week. The ad featured actor Jack Lemmon. Will this spot be as good as the one for Prop. 119 featuring the Gipper himself, former Pres. Ronald Reagan???

...FYI: The CA League of Women Voters is NOT as unified on Prop. 119 as one might think. The Los Angeles chapter did NOT endorse Prop. 119. Stay tuned...

CAMPAIGN 1990: OAKLAND MAYOR'S ELECTION.

CALPEEK sources in Oakland think it is very UNLIKELY that one of the leading candidates for mayor in the June 5 primary will win enough votes to avoid a November runoff...

...There are four major contenders in the field, but the conventional wisdom is that this contest has boiled down to a 2-tier election, with incumbent Mayor Lionel Wilson and Oakland Assemblyman Elihu Harris on the top tier, and Oakland City Councilmen Leo Bazile and Wilson Riles Jr. on the 2nd tier. This doesn't mean that Bazile and Riles are out of it, but only that they are long shots at this point...

...In terms of issues, the Raider deal has faded somewhat as a key topic of debate, while the Galleria Mall project (a major retail center in downtown), and those same old topics of drugs, gangs and crime are once again on the front burner. Mayor Wil-

son is on the receiving end of some of the criticism - the feeling being that he has been mayor for 13 years and it's now time for a change...

...QUESTION: Will the Oakland mayor's race have an impact on the Demo AG's primary between L.A. DA Ira Reiner and S.F. DA Arlo Smith? You didn't know there's a connection? S.F. consultant Clint Reilly, who is running Mayor Wilson's reelection bid, is furious with Smith over the S.F. Co. Grand Jury's misdemeanor indictment of Jack Davis in connection with a campaign against an S.F. ballot measure in 1989 that saw voters reject a new ballpark for the S.F. Giants. Davis was hired by Reilly to run Wilson's daily campaign, but had to resign after the indictment. So will it be pay-back time in the Bay Area? Remember, Reilly is putting together a big slate card aimed at Demos and sources believe Smith needs to be on it to offset other slates that will carry Reiner's name. Stay tuned...

CAMPAIGN 1990: LONG BEACH MAYOR'S CONTEST.

CALPEEK insiders believe incumbent Ernie Kell is the favorite to win a full, 4-year term as Long Beach's mayor in the June 5 runoff with Councilman Tom Clark, who got a respectable 40% of the vote to Kell's 43% in the April primary. Insiders think history will repeat itself. Two years ago Kell found himself in a similar situation against Councilwoman Jan Hall. When all the votes were counted, Kell won 61%. Consultants Adler/Wilson are running Kell's reelection campaign, while Rick Taylor is helping Clarke. Kell has won most of the major endorsements (except for Long Beach's most prominent citizen, Gov. George Deukmejian, who is backing Clark), including 6 of 9 Long Beach councilmembers. What to look for: a heavier voter turnout will be of help to Kell, who probably was hurt in the primary by the lower turnout...

PROP. 111 UPDATE: KATZ BUYS CABLE TV ADS.

Assemblyman Richard Katz (D-Sepulveda), who is chairman of the Assembly Transportation Committee and a major supporter of Props. 111 & 108 (the Gann reform/gas tax hike and rail bond measures), has pumped \$45,000 of his own into a heavy CABLE TV buy in the L.A. area. Katz is rotating 5 different YES on 111 spots on cable. The ads were produced by Bob Eaton...

CAMPAIGN 1990: PART II ON DA ELECTIONS.

Editor's note: Hope no one was too offended by the salty language CALPEEK used in last week's issue on the Santa Clara DA's race. This week the battles are much more tame...

- PLACER - In this race incumbent John E. "Jack" Shelley is facing Sacramento Co. Dep. DA Paul Richardson. And yes, Richardson's father is a former CA Supreme Court associate justice (Frank Richardson). The former DA, now Auburn Mayor Dan Higgins, is helping Richardson. Richardson has a few good endorsements, as does Shelley. Money is very tight. This race is tough to handicap, but incumbency has its advantages...

- SANTA CRUZ - Another incumbent under siege is Arthur Danner III, who was first elected in 1978. Danner's opponent is attorney Ed Frey, who is not well known and who has little money. Danner is considered popular and should win...

- SAN BERNARDINO - Incumbent Dennis Kottmeier has his hands full with Daniel Lough, a senior Dep. DA in Riverside Co. Lough is running a very aggressive campaign and has won backing from the Deputy Sheriffs Assn.; San Berdu, Ontario, Fontana and Redlands POAs; and PORAC. Lough's two main charges are that Kottmeier is not a good administrator and the department has the lowest ratio of DA investigators to DAs in the State. Kottmeier generally has a good reputation, but he's almost unknown in the county. Incumbency may not help in this case...

- WELL KNOWN DAs UNOPPOSED - There are a number of well known incumbents who are seeking reelection without any opposition. The list includes Ed Miller of San Diego, the new dean of the DAs; Ed Jagels of Kern, who is co-chair of YES on 115; Riverside Co.'s Grover Trask; Michael Bradbury of Ventura Co.; and John Meehan of Alameda County...

L.A. CO. SUP. ANTONOVICH AT L.A. PA LUNCH.

L.A. Co. Supervisor Mike Antonovich will be the guest speaker at the May 30th luncheon of the L.A. Public Affairs Officers Assn. 11:30 a.m. reception, 12 noon lunch, The Tower Restaurant, L.A. For info and RSVPs, contact Tom Dey at NME (213)315-8915...

CABLE TV TO REPEAT CANDIDATE INTERVIEWS.

L.A.'s Century Cable Television plans to rerun all of the interview shows it taped this spring with various Republican and Democratic contenders for statewide office, beginning the week of May 28 and running through June 4. In addition, the cable system will also rerun interview shows with pro and con spokespersons for Props. 112, 115, 118 & 119, as well as L.A. City's Prop. H. There are about 16-20 shows in all with moderator Bill Rosendahl. When they were originally taped, the shows were bicycled to 25 different cable systems in So. Calif., with a combined potential audience of about 3 million viewers...

58th A.D. UPDATE: MAYS LEADS IN NEW POLL.

In the GOP primary to replace conservative Assemblyman Dennis Brown of Long Beach, a new poll taken by the campaign of Dr. Sy Alban shows Huntington Beach Mayor Tom Mays in a narrow lead over Alban, 17.5% to 17%. Next was Long Beach Councilwoman Jan Hall with 13%; Huntington Beach businessman Peter von Elten got 10.5%; and Long Beach Councilman Jeff Kellogg got 5%. The sample size was 400 Republican voters from the 58th A.D., May 4-6, poll by Charlton Research of S.F....

CAMPAIGN 1990: KEEP YOUR EYES ON IRVINE.

Incumbent Irvine Mayor Larry Agran may be in for a tough reelection fight this June as he faces Irvine Councilwoman Sally Anne Sheridan, who has lots of local backing in her fight to unseat Agran. Why does Sheridan think she can beat Agran, who is Orange County's only LIBERAL elected official? The answer is Measure N, an anti-bias law rejected by voters last year. Sheridan says discrimination in Irvine was not an issue until Agran pushed for Measure N, which quickly polarized the city...

SEN. GARAMENDI SPEAKER AT BAPAC ON MAY 22.

State Sen. John Garamendi(D-Stockton) will be the featured speaker at the May 22 luncheon meeting of the Bay Area Public Affairs Council(BAPAC), 11:30 a.m. reception, 12 noon lunch, St. Francis Hotel, S.F. Garamendi is a Demo candidate for Insurance Commissioner and is also the chief author of SCA 1, which appears on the June ballot as Prop. 111. For info and RSVPs, contact Denise Bartoni at The Clorox Co., (415)271-7228...

CAMPAIGN 1990: DEMO PRIMARY IN 4th S.D.

There's a nifty Democratic primary shaping up in northern Calif.'s 4th Senate District between Rohnert Park Councilman Charlie Cochran and legislative AA Mike Thompson, who used to work for Assemblywoman Jackie Speier(D-South S.F.). Cochran might seem like the favorite because of his position and some built-in name ID, but Thompson is being backed by Speier and a group of Demo lawmakers. He also has the endorsement of the CA Demo Party, PORAC and CTA. But more important, GOP State Sen. Jim Nielson has already hit Thompson twice. That's a good indication as to whom Nielsen thinks is the more dangerous Demo opponent. There are some Demos who think Nielsen can be defeated this November. Stay tuned...

MARKETPLACE NETWORK

- 2 POSITIONS AVAILABLE - Real estate trade association has 2 openings:

LOCAL GOV'T RESEARCH ASST: Monitors activities of local gov't which affect the real estate industry. Prepares research and educational materials to help members participate in local decision making. Requires BA in Pol. Sci., Publ. Adm. or Urban Planning or equiv.; proven research and analytical skills, espec. in public policy analysis; local gov't exper. desirable.

POLITICAL ANALYST: Directs local branches concerning political activities and local PAC administration. Handles fundraising and internal PAC admin., incl. PAC filings for FPPC and FEC. Requires BA in Pol. Sci., Social Sciences or equiv.; 1-2 yrs. political/legislative exper. desirable.

Indicate which position applying for and send resume w/salary history to: Human Resources Dept., CALIFORNIA ASSOCIATION OF REALTORS, 525 S. Virgil Ave., Los Angeles, CA 90020. EOE.

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